

# ORDER



**Orders**  
**Order / Rev:** 704294  
**Alt Order #:** 06261816  
**Product Desc:** AMERICANS FOR PROS  
**Estimate:** 1130  
**Flight Dates:** 08/28/12 - 09/03/12  
**Original Date / Rev:** 08/02/12 / 08/03/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Americans For Prosperity  
**Demographic:** A50+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	24	\$23,400.00	\$19,890.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	24	\$23,400.00	\$19,890.00	0.00
<b>Totals</b>	<b>24</b>	<b>\$23,400.00</b>	<b>\$19,890.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	27%	\$23,400.00
Market	100%	\$86,666.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$11,266.67
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	18%	\$15,600.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	41%	\$35,533.33
WFTC	1%	\$866.67

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 Product Desc: AMERICANS FOR PROS  
 Estimate: 1130  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	08/28/12	08/30/12	Today Show Today Show	CM	7-9a	- T- T- - -	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- T- T- - -		2			\$700.00			0.00			
E 2	KARE	08/28/12	08/31/12	M-F 11a-12p KARE 11 Today	CM	11A-12P	- TW- F- -	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TW- F- -		3			\$175.00			0.00			
E 3	KARE	08/28/12	08/31/12	M-F 430-5p Jeopardy	CM	430-5P	- TW- F- -	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TW- F- -		3			\$800.00			0.00			
E 4	KARE	08/29/12	08/31/12	M-F 6-630p KARE 11 6 News	CM	6-630p	- - WTF- -	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - WTF- -		3			\$1,300.00			0.00			
E 5	KARE	08/28/12	08/31/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	- T- - F- -	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- T- - F- -		2			\$1,500.00			0.00			
E 6	KARE	08/31/12	08/31/12	M-F 10-1035p KARE News 10p	CM	10-1035P	- - - - F- -	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - F- -		1			\$2,200.00			0.00			
E 7	KARE	08/30/12	08/30/12	Thu Prime ROCK CENTER	CM	Thu Prime (9:00 PM-10:00 PM)	- - - T- - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - T- - -		1			\$1,500.00			0.00			
E 8	KARE	09/01/12	09/01/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	- - - - - S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - - S-		1			\$750.00			0.00			
E 9	KARE	09/01/12	09/01/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	- - - - - S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - - S-		1			\$800.00			0.00			
E 10	KARE	09/02/12	09/02/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	- - - - - S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - - S		1			\$850.00			0.00			
E 11	KARE	09/02/12	09/02/12	Sun Prime DATELINE	CM	Sun Prime (7:00 PM-8:00 PM)	- - - - - S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - - S		1			\$1,600.00			0.00			
E 12	KARE	09/03/12	09/03/12	Today Show Today Show	CM	7-9a	M- - - - -	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	M- - - - -		1			\$700.00			0.00			
E 13	KARE	09/03/12	09/03/12	M-F 11a-12p KARE 11 Today	CM	11A-12P	M- - - - -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	M- - - - -		1			\$175.00			0.00			
E 14	KARE	09/03/12	09/03/12	M-F 430-5p Jeopardy	CM	430-5P	M- - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	M- - - - -		1			\$800.00			0.00			
E 15	KARE	09/03/12	09/03/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M- - - - -	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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E 15	KARE	09/03/12	09/03/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M- - - - -	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M- - - - -			1			\$1,300.00		0.00			
E 16	KARE	09/03/12	09/03/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	M- - - - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M- - - - -			1			\$1,500.00		0.00			
													Totals	24	\$23,400.00